

ORDER



Orders
Order / Rev: 713131
Alt Order #: 06312800
Product Desc: OBAMA SCHED A
Estimate: 1768
Flight Dates: 09/13/12 - 09/17/12
Original Date / Rev: 09/12/12 / 09/12/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/10/12	09/16/12	30	\$91,750.00	\$77,987.50
09/17/12	09/23/12	9	\$9,950.00	\$8,457.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	39	\$101,700.00	\$86,445.00	0.00
Totals	39	\$101,700.00	\$86,445.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	09/13/12	09/14/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	---TF--	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	---TF--		2			\$700.00		0.00				
E 2	WUSA	09/17/12	09/17/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	M-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----		1			\$700.00		0.00				
E 3	WUSA	09/16/12	09/16/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S		1			\$3,000.00		0.00				
E 4	WUSA	09/13/12	09/14/12	4-5p Dr. Phil	CM	4-5p	---TF--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	---TF--		2			\$600.00		0.00				
E 5	WUSA	09/17/12	09/17/12	4-5p Dr. Phil	CM	4-5p	M-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----		1			\$750.00		0.00				
E 6	WUSA	09/13/12	09/14/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	---TF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	---TF--		3			\$450.00		0.00				

Order / Rev: 713131
 Alt Order #: 06312800
 Flight Dates: 09/13/12 - 09/17/12

Advertiser: Obama/D/President
 Product Desc: OBAMA SCHED A
 Estimate: 1768

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WUSA	09/17/12	09/17/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	M-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$500.00		0.00			
E 8	WUSA	09/13/12	09/14/12	CBS This Morning CBS This Morning	CM	7-9a	---TF--	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--					2	\$250.00		0.00			
E 9	WUSA	09/17/12	09/17/12	CBS This Morning CBS This Morning	CM	7-9a	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$300.00		0.00			
E 10	WUSA	09/13/12	09/14/12	9 News @ 5p 9 News @ 5p	CM	5-6p	---TF--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--					2	\$500.00		0.00			
E 11	WUSA	09/17/12	09/17/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$700.00		0.00			
E 12	WUSA	09/13/12	09/14/12	9 News @ 6p 9 News @ 6p	CM	6-630p	---TF--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--					2	\$800.00		0.00			
E 13	WUSA	09/17/12	09/17/12	9 News @ 6p 9 News @ 6p	CM	6-630p	M-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$900.00		0.00			
E 14	WUSA	09/13/12	09/14/12	CBS Evening News CBS Evening News	CM	630-7p	---TF--	:30	2	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--					2	\$3,500.00		0.00			
E 15	WUSA	09/17/12	09/17/12	CBS Evening News CBS Evening News	CM	630-7p	M-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$3,500.00		0.00			
E 16	WUSA	09/13/12	09/14/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	---TF--	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--					2	\$750.00		0.00			
E 17	WUSA	09/17/12	09/17/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$800.00		0.00			
E 18	WUSA	09/13/12	09/14/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	---TF--	:30	2	\$1,600.00	P-2	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--					2	\$1,600.00		0.00			
E 19	WUSA	09/17/12	09/17/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$1,800.00		0.00			
E 20	WUSA	09/13/12	09/13/12	Thu Prime B Big Brother 14	CM	9-10P	---T---	:30	2	\$9,000.00	P-1	0.00	NM	2	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---					2	\$9,000.00		0.00			
E 21	WUSA	09/14/12	09/14/12	Fri Prime A Undercover Boss	CM	8-9P	----F--	:30	2	\$4,000.00	P-1	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 713131
 Alt Order #: 06312800
 Flight Dates: 09/13/12 - 09/17/12

Advertiser: Obama/D/President
 Product Desc: OBAMA SCHED A
 Estimate: 1768

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 21	WUSA	09/14/12	09/14/12	Fri Prime A Undercover Boss	CM	8-9P	----F--	:30	2	\$4,000.00	P-1	0.00 NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----F--		2			\$4,000.00		0.00			
E 22	WUSA	09/14/12	09/14/12	Fri Prime C Blue Bloods	CM	10-11P	----F--	:30	2	\$8,000.00	P-1	0.00 NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----F--		2			\$8,000.00		0.00			
E 23	WUSA	09/16/12	09/16/12	Sun Prime B Big Brother 14	CM	8-9P	-----S	:30	2	\$9,000.00	P-1	0.00 NM	2	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S		2			\$9,000.00		0.00			
E 24	WUSA	09/16/12	09/16/12	Sun Prime C The Good Wife	CM	9-10P	-----S	:30	1	\$5,500.00	P-2	0.00 NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S		1			\$5,500.00		0.00			
E 25	WUSA	09/16/12	09/16/12	Sun Prime D The Mentalist	CM	10-11P	-----S	:30	1	\$4,500.00	P-2	0.00 NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S		1			\$4,500.00		0.00			
Totals													39	\$101,700.00